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IWU Student Accepted in National Marketing Competition

BLOOMINGTON, Ill.--Illinois Wesleyan University senior Kelly Kostock has been accepted by the Direct Marketing Collegiate Institute. The institute is conducted by the Direct Marketing Educational Foundation and sponsored by the Chicago association of the foundation.

Kostock, a business administration major from Elgin, Ill., was one of 32 students selected from hundreds across the nation.

Professors nationwide recommended their top students, who were screened by a committee of direct marketing practitioners. Students were evaluated based on their understanding of direct marketing, resume, writing ability and answers to judges' questions.

Fred Hoyt, associate professor of business administration at IWU, encouraged Kostock to apply. He chose students who have enrolled in at least one marketing class and who are active in the American Marketing Association (AMA).

"I'm delighted for Kelly. It's a great opportunity," Hoyt said. "Illinois Wesleyan doesn't offer a marketing major, and it is important for us as educators to find ways to supplement the education of our students.

"We have been fortunate enough to have an IWU student attend the seminar every year for the last 10 or 12 years," Hoyt said. "That's really impressive considering it is a national competition."

Kostock has earned the privilege of attending the business seminar in Schaumburg, Ill., Nov. 8-12, where direct-marketing professionals will conduct classes throughout the extended weekend. The seminar is typically conducted once a year.

"Classes are held from 8:30 a.m. to 5 p.m. and different speakers will make presentations throughout the day. In the evening, there will be small group sessions," Kostock explained. "I'm excited about attending. I think it will be a great learning experience."

"Not only will it supplement the education Kelly has received in marketing at IWU," Hoyt said. "But it will expose Kelly to practitioners in the field and in the long haul will create incredible networking in terms of future potential jobs."

Kostock is the special events coordinator for the Illinois Wesleyan chapter of the AMA. Recently she was a major factor in organizing a marketing plan for C'est Papier, a fine gifts and stationery business in Bloomington, Ill. Last year, the AMA chapter developed a marketing plan for another Bloomington business, Hundman Lumber.

"I went on site to get a feel for the company. Then the chapter and I developed a strategic marketing plan," Kostock said.

Local companies come to the IWU AMA chapter for this free service.

During Homecoming weekend, Kostock helped organize booths for tailgating and events on the Eckley Quadrangle.

"We wanted to get our name out there and let people know what the AMA is all about," Kostock said.